

Message Text

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ACTION NEA-10

INFO OCT-01 EUR-12 ISO-00 EB-08 /031 W
-----039141 250510Z /23

R 241040Z APR 78
FM AMCONSUL DHAHRAN
TO USDOC WASHDC
INFO SECSTATE WASHDC 6192
AMEMBASSY ATHENS
AMEMBASSY JIDDA
USLO RIYADH

UNCLAS SECTION 1 OF 2 DHAHRAN 0533/1

ATHENS FOR RTDO FROM RUAN

E.O. 11652: N/A
TAGS: BEXP, SA
SUBJECT: APR 78 BLDG AND CONSTRUCTION MISSION DHAHRAN BUDGET
AND FINAL WRAPUP

REF: (A) USDOC 06617, (B) DHAHRAN 0358

1. SUMMARY: SUBJECT MISSION CONCLUDED ITS THREE-DAY VISIT TO DHAHRAN AND FIFTEEN-DAY VISIT TO MOROCCO, TUNISIA, AND SAUDI ARBIA AND DISBANDED FOLLOWING A 23 APRIL WRAPUP MEETING. THE MISSION'S DHAHRAN STOP RESULTED IN PROJECTED AGGREGATE TWELVE-MONTH SALES OF 4,530,000 DOLLARS WITH IMMEDIATE SALES OF 58,000 DOLLARS, AS REPORTED BY ALL TWELVE MISSION FIRMS ON FORMS DIB-411P. TOTAL FIGURES FOR ALL FIVE STOPS WERE 210,000 IN IMMEDIATE SALES AND 32,566,100 IN TWELVE-MONTH PROJECTED SALES. END SUMMARY.

2. THE MISSION ARRIVED ON SCHEDULE AT 1955 ON 20 APRIL VIA SV 938 FROM RIYADH, WHERE A VIP DEPARTURE WAS ARRANGED BY RIYADH PCONTROL OFFICER CAMPBELL. THE MISSION WAS WELCOMED WARMLY AT DHAHRAN AIRPORT BY CONGEN ROBERT BUSHNELL, CONTROL OFFICER DONALD MEYERS, COMOFF PAUL SCOGNA, AND FSL'S FAWZI
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SAMHOURI AND TOM SULEMANJI. THIS WAS FOLLOWED BY AN EFFICIENT AND SPEEDY CHECKIN AT THE AL-GOSAIBNMYOTEL AND AN EXCELLENT POST BRIEFING PRESIDED OVER BY CONGEN BUSHNELL, WHO INTERRUPTED A PRIOR ENGAGEMENT TO ATTEND THE MISSION. THE MISSION WAS HIGHLY IMPRESSED WITH THE POST'S ARRIVAL COURTESIES AND ADVANCE PREPARATIONS ,
AND WITH HOTEL SERVICE, WHICH WAS BEST ON ENTIRE FIVE-CITY TRIP.

3. THE NEXT MORNING, BUSHNELL, MEYERS, AND SCOGNA ACCOMPANIED RUAN ON A COURTESY CALL UPON THE AMIR OF THE EASTERN PROVINCE, ABDUL-MUHSIN BIN ABDULLA BIN JILUWI, AND OFFICERS OF THE CHAMBER OF COMMERCE AND INDUSTRY IN DAMMAM. ALL THANKED THE CHAMBER GENERAL MANAGER FOR HIS LETTER TO CHAMBER MEMBERS ANNOUNCING THE MISSION VISIT. THAT EVENING, AND OUTSTANDING MISSION RECEPTION TOOK PLACE AT THE BUSHNELL RESIDENCE. OF SOME 190 IVITEES, SOEM 125 ATTENDED, HIGHLIGHTED BY SHEIKH ABDULAZIZ ALGOSAIBI, WHOSE ORGANIZATION INCLUDES THE MISSION'S HOTEL HERE AMONG ITS PROPERTIES. THE MISSION PARTICULARLY APPRECIATED THE INCLUSION OF MAILING ADDRESSES IN ITS COPIES OF THE POST'S INVITATION LIST. RUAN RECOMMENDS THIS PRACTICE BE FOLLOWED WORLDWIDE. NUMEROUS APPOINTMENTS WERE MADE BY MISSION MEMBERS AT THE RECEPTION IN ADDITION TO BUSINESS CGNDQXTED DURING THE EVENING. THE MISSION EXPRESSED ITS DEEP GRATITUDE TO MR. AND MRS. BUSHNELL, WHOSE ARDUOUS PERSONAL LABORS PRODUCED A MEMORABLE EVENING.

4. MISSION DELIGHTED WITH EXTENSIVE ADVANCE APPOINTMENT SCHEDULE MADE BY POST. MUCH CREDIT DUE FSL'S SAMHOURI AND SULEMANJI FOR THIS GREAT MAJORITY OF MISSION'S OVER 125 APPOINTMENTS HELD IN HOTEL CONFERENCE ROOM, PROVIDED RATIS BY SHEIKH ALGOSAIBI THROUGH SAMHOURI AND USED AFRBIC. EXCELLENT SECRETARIAL SUPPORT PROVIDED BY FSL HELENE WILLIAMSON, WHOM RUAN UNCLASSIFIED

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HIGHLY RECOMMENDS FOR FUTURE MISSIONS. MISSION PLEASED THAT GROUP MEETINGS HELD TO MINIMUM, I.E., WITH UYAMCO PROCUREMENT SECTION WHICH HATED OUTSTANDING LUNCHEON AND PROCUREMENT BRIEFING ON 23 APRIL.

5. FOR DIB-411P AGGREGATE RESULTS FROM ALL TWELVE MISSION MEMBER FIRMS FOR DHAHRAN STOP ARE AS FOLLOWS:

A. IMMEDIATE SALES: 8\$'000 DOLLARS, NEW TO MARKET.

B. PRLJECTED 12-MONTH SALES: 4,530,000 DOLLARS, OR WHICH 3,880,000 DOLLARS NEW TO MARKET.

C. SALES REPS: NONE SIGNED, SIX EXPECTED (IN NEXT 12 MONTHS).

D. LICESE AGREEMENTS: NONE SIGNED. ONE REPEAT ONE EXPECTED.

E. JOINT VENTURES: NONE SIGNED, GIVE EXPECTED.

F. FIRST OBJECTIVE ACHIEVEMENT: SEVEN YES, TWO NO, THREE PARTIAL. BOTH NO ANSWERERS HAD IMMEDIATE SALES AS FIRST OBJECTIVE.

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6. MISSION WARPUP SESSION COMMENTS INCLUDED (1) HIGH PRAISE FOR PARTICULARLY JIDDA AND DHAHRAN STOPS, (2) STRONG ENDORSEMENT OF MISSION TECHNIQUE AS BEST FOR SAUDI AND OTHER COUNTRY MARKET PENETRATIONS, (3) PROSPECTIVE TWENTY MILLION-DOLLAR SAUDI MARKET FOR ONE FIRM IN NEXT TWO OR THREE YEARS, AND (4) AMAZEMENT AT DEPTH OF CURRENT SAUDI CONSTRUCTION BOOM.

7. PHILADELPHIA-BASED AGENT OF ONE MEMBER SECURED CONTRACT WORTH SOME 135,000 DOLLARS WEEK BEFORE MISSION ARRIVAL. SAME MEMBER ALSO STUBLED ACROSS BUILDING PROJECT USING HIS PRODUCTS OF WHICH HE PREVIOUSLY UNAWARE.

8. TOTAL EXPENDITURES FOR MISSION VISIT HERE WILL BE REPORTED IN POST SEPTTEL. PRELIMINARY REVIEW INDICATES EXPENDITURES WITHIN REF (A) AUTHORIZATION.

9. IN SUM, MISSION VISIT HERE AMOUNTED TO OUTSTANDING CLIMAX TO FIFTEEN-DAY, THREE-COUNTRY EVENT IN MISSION MEMBERS EYES. MUCH PRIASE EXPRESSED TO CONTROLL OFFICER MEYERS BY MEMBERS FOR SUPERB POST SUPPORT AND FOR CONGEN BUSHNELL'S PERSONAL CONTRIBUTIONS. FINALLY, RUAN PRIASED MEMBERS FOR MAGNIFICENT PERFORMANCE, AND HIGHLY RECOMMENDS THEM FOR FUTURE MISSIONS.

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10. RUAN DEPARTED DHAHRAN ON ME443 FOR BEIRUT ON 24 APRIL, TO
CHANGE THERE TO ME 211 FOR PARIS. WILL RETURN TO WASHINGTON
25 APRIL ON TW 891 ETD PARIS 1345 ETA DULLES 1540. WILL
RETURN TO OFFICE 26 APRIL.
BUSHNELL

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